

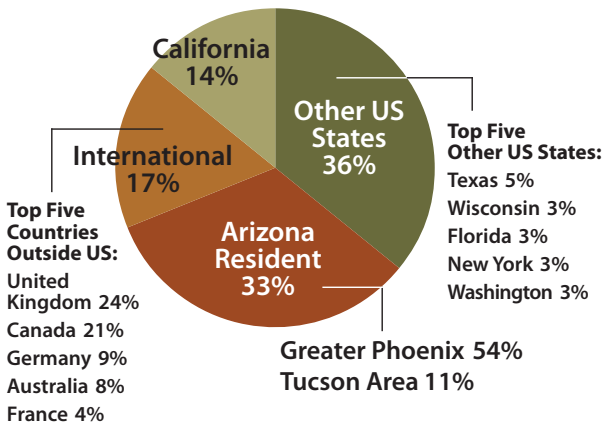
Flagstaff Visitor Profile

Demographics	
Average Age	49
Male	47
Female	51
Average Annual Income	\$79,056 (\$80,000 median)
Average Overnight Stay	2.6 nights
Average Party Size	3.2 persons
Travel w/children	22%

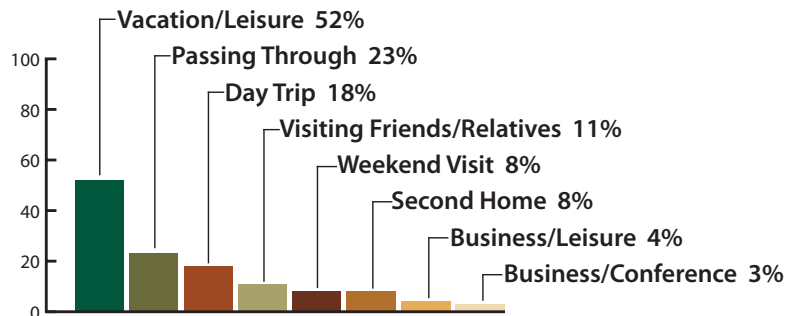
Annual Economic Impact	
Total Economic Impact	\$501 million
Direct Spending	\$387 million
Indirect Impact	\$50 million
Induced Impact	\$64 million
Total Taxes Produced	\$30 million
Total Jobs Created	5,483 Direct/Indirect

Average Daily Spending	
Per Party/Day	\$646
Lodging	\$175
Food and Beverage	\$107
Transportation	\$93
Shopping	\$90
Recreation	\$65
Other	\$116

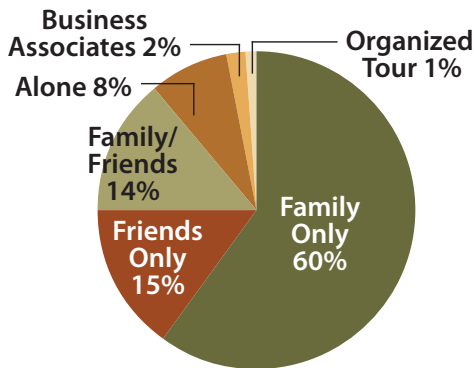
Visitor Origin



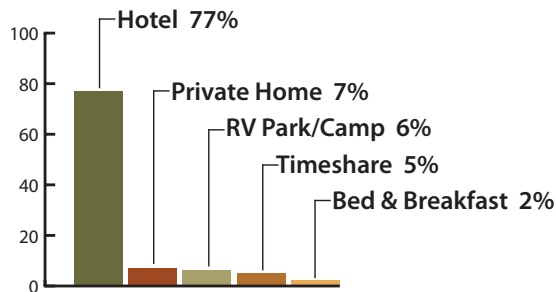
Trip Purpose*



Party Type



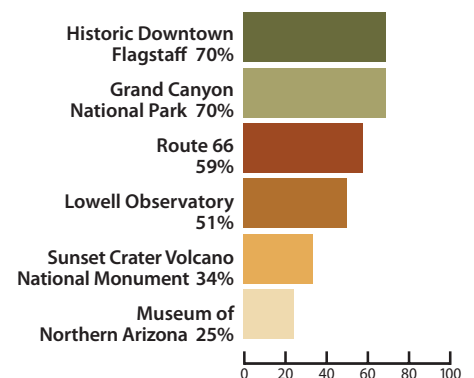
Lodging Type*



Top Flagstaff Activities*



Top Attractions Visited*



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Source: 2008-2009 Flagstaff Visitor Study by Northern Arizona University's Hospitality Research and Resource Center

*Please note: Percentages do not sum to 100% because some respondents provided multiple responses.